

Global Writer

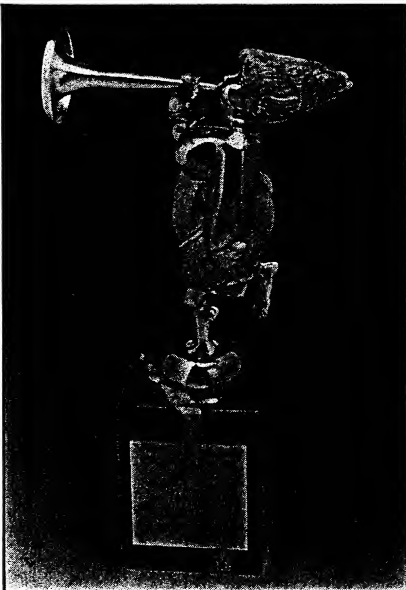


Selling Around the World

■ SPAIN

Winning in Silver -- A two-page advertisement featuring a striking blow-up of a Parker Premier has won the Spanish Media Advertising Association award for best magazine ad in 1983.

The advertisement, entitled "Hablando en plata" (Speaking in Silver), was



Spain's highest advertising award goes to Parker.

among five finalists chosen from hundreds of candidates across Spain. The other four finalists included Johnnie Walker, Cartier, Bacardi and Volkswagen/Passat.

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Successful President of Manpower, Inc.

Mitchell S. Fromstein Elected Company President, Chief Executive

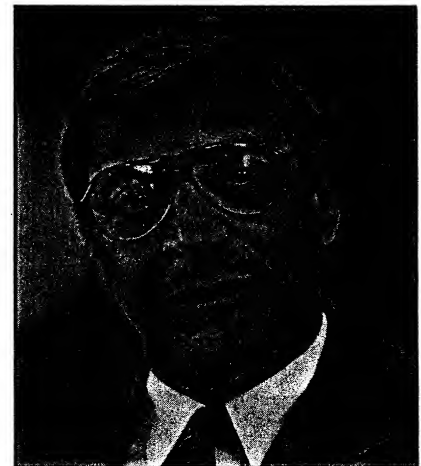
The company's board of directors has elected **Mitchell S. Fromstein**, President of Manpower, Inc., as the corporation's President and Chief Executive Officer, succeeding James R. Peterson who resigned on January 30.

Mr. Fromstein, 57, has been President of the company's skilled temporary help subsidiary since the Milwaukee, Wis., firm was acquired by Parker in 1976. At that time, Manpower had worldwide sales of some \$300 million, with operating profits of less than \$3 million. It is estimated that for Fiscal Year 1985, ended on February 28, 1985, Manpower's total worldwide sales will be about \$1.3 billion, with operating profits for the first nine months exceeding \$33 million.

At the time of the merger, Parker acquired 80 percent ownership of Manpower, with Mr. Fromstein and a small group of investors purchasing the remaining 20 percent. At the time, Mr. Fromstein was chairman of the executive committee of the Manpower board of directors. He had been a member of the Manpower board since 1971. He had been operating his own advertising and public relations firm, with Manpower as his key account.

Parker currently owns 98.5 percent of Manpower, having purchased additional ownership since 1976.

Mr. Fromstein is a graduate of the University of Wisconsin and is the author of **The Socio-Economic Roles of the Temporary Help Service in the U.S. Labor Market**, published for the U.S.



Mitchell S. Fromstein

National Commission for Employment Policy.

He is acknowledged as a leading spokesman to the media covering the temporary help industry. He is also respected as an accomplished marketer who frequently draws positive U.S. media coverage for Manpower, which postures the company as the industry leader worldwide.

One of the most successful public relations programs used by Manpower is its quarterly survey of employment trends in cities across the U.S. The local opinions on upcoming hiring trends are consolidated into a national Manpower report which is regularly quoted as an authoritative source on the subject by the government and leading U.S. newspapers and magazines. □

Selling Around the World

(Continued from page 1)

The ad was produced by Parker in coordination with Ogilvy and Mather, Parker's world-wide advertising agency.

Hablando en plata refers to the sterling silver Premier with the cross-hatch pattern displayed below the title in the ad. The photo and layout is consistent with ad campaigns launched by Parker through Ogilvy and Mather around the world.

A second advertisement, "Ganando en plata" (Winning in Silver), was developed by the local agency to celebrate the award and ran in a few specially selected publications on the next consecutive page to the original treatment.



The Parker Benelux booth at the European Sales Promotion Fair held in Amsterdam recently experienced "overwhelming attention and very good business," according to Willem Bierman, General Manager. The business gift section, emphasized at the fair, has been the fastest growing segment of Parker Benelux, added Mr. Bierman, representing roughly one-third of total sales of Parker's newest wholly-owned subsidiary.

UNITED KINGDOM

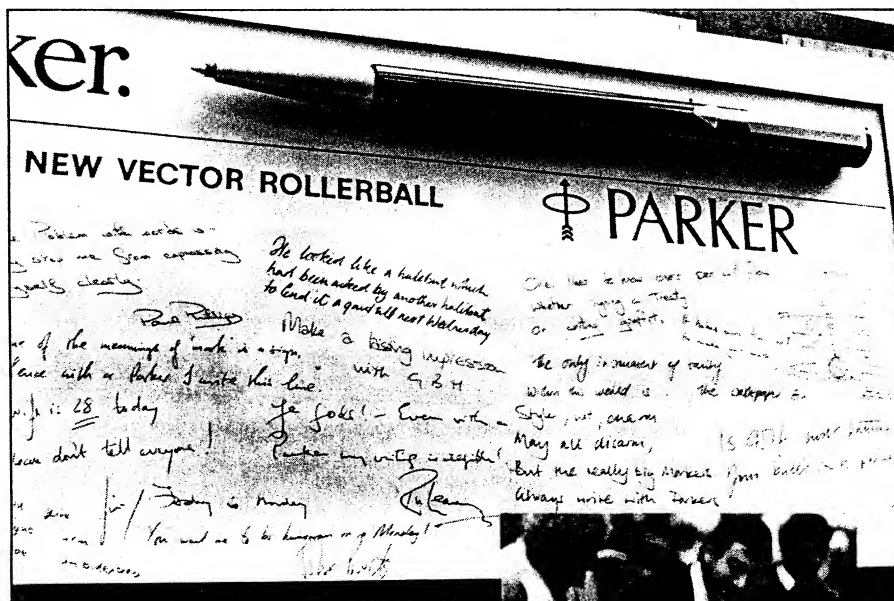
The Art of Making Your Mark -- Commuters at Waterloo Station in South London made their mark with the new Parker Vector Rollerball in a novel way last fall.

As part of the Vector promotion in the UK, a giant 10-foot by 24-foot blank poster was erected in the station with a six-foot model of the Vector positioned on top.

Passersby were invited to pen witticisms, providing they were brief and clean, with Parker's latest product. The best of the lot were then blown up and entered on the poster the following day.

Dubbed "The Art of Making Your Mark," the promotion also included appearances and remarks by several local personalities, among them cartoonists Nick Baker and Hector Breeze, actor William Franklyn and writers Jilly Cooper and Geoffrey Archer.

The idea proved so engaging that local pen counters reported record sales, and the promotion was soon duplicated with on-counter promotional programs at Selfridges, the top London store, as well as in other department stores across the UK.



The Vector promotion at Waterloo Station, South London, drew a variety of commuter graffiti.



■ UNITED STATES

Classic Gray Introduced -- The matte gray finish, proving so popular among contemporary personal accessory lines, has now been incorporated into another popular item -- Parker's Classic line of ball pens and pencils.

Classic Gray, recently introduced by the Writing Instrument Group to both trade and consumer, will be offered in the new global packaging shown in the photo. It will be an attractive addition to the existing finishes in the Classic line -- goldplate, matte black, stainless steel with gold trim and stainless steel with chrome trim.

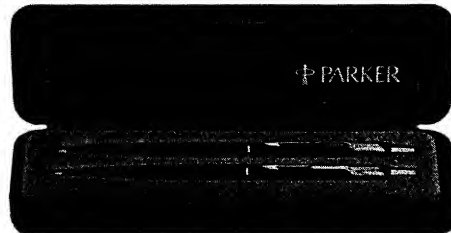
Classic Gray is fitted with a medium point black refill, featuring an improved darker ink line.

The pencil includes the .5mm automatic-feed polymer lead cartridge that provides 14 inches of continuous push-button writing.

The units are highlighted by polished chrome trim and carry a suggested retail price of \$12.50 each. The set has a suggested retail price of \$25.

Parker is the first pen maker to introduce matte gray, giving us an edge in the marketplace for at least the next several months. Early response from the field sales force during U.S. initial rollout: Classic Gray currently receiving excellent response from the trade for price point and finish.

Classic Gray offers both fashion and function, displayed here in the new global packaging.



■ MILITARY MARKETS

50-Year Parker Partner -- Members of the Parker Pen U.S. sales force recently lauded the S&K Sales Company of Greenwich, CT, USA, for 50 years of business partnership with the company.

The presentation was made by Joseph Templet, General Manager of U.S. Retail, and R. Patrick Hoagland, Military Sales Manager, "in recognition for 50 years of representing The Parker Pen Company to the United States Military Exchange System."

Richard A. Steinberg, President of S&K, and Joseph J. Kopper, Vice President of Sales, were on hand to receive the award at a dinner held near the S&K company headquarters in Greenwich.

S&K Sales Company is an international supplier of goods to the U.S. military, with more than 100 field representatives in North America, Europe and the Far East. The most popular Parker product among U.S. military personnel is the Jotter ballpen, averaging better than 250,000 units in sales each year.

■ CORPORATE MARKETS

Vectors Meet Industry -- White Vector Rollerballs are rapidly picking up colors in American industry, thanks to a successful telemarketing campaign currently being waged by the Corporate Markets Division of Parker U.S.

Promotional packets featuring personalized white Vector Rollerballs were mailed to some 18,000 U.S. businesses that regularly use ad specialty items such as key chains, cigarette lighters, calendars -- and pens. A cover letter offered a free white Vector Rollerball pen with an example of how Parker can imprint up to six colors on the pen with commercial messages.

The response was excellent, with telemarketers posting more than \$140,000 in sales to date from this campaign alone, not including outstanding orders.

During fiscal year 1985, when the telemarketing and direct-mail campaigns were introduced, Corporate Markets total sales rose 31% over the previous year.

Imprinting for the commercial - industrial customers is positioning Vector as one of Parker's best sellers worldwide.



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Parker — In the News

News in ...

■ UNITED KINGDOM

In Search of the Silver Snake -- When newspapers across the UK announced a search being conducted by Parker for one of its Silver Snakes, readers began to rummage through their attics and old desk drawers rather than poking around in the hedges and gardens.

The reason. This particular elusive green-eyed reptile is the finish of a rare 1898 Parker Lucky Curve fountain pen, set in silver and a unique design that was one of founder George S. Parker's early offerings to expand sales of his then Lucky Curve product line.

The hunt was announced to the press by James Moller, Director of Public Affairs for Parker UK, when he discovered that the relic was not represented in the pen museum at Newhaven.

Mr. Moller offered a reward for anyone who would submit a Silver Snake in reasonable condition for the Parker collection.

The publicity raised dozens of pre-1920 Lucky Curve models, but, unfortunately, no silver serpents.

In an effort to assist Mr. Moller with his problem, the Archives personnel in Janesville had one of their very few Silver Snake Lucky Curve pens refurbished for photography, with U.S. publicity in mind.

Parker Janesville people were astonished at the apparent value of the Silver Snake in the collector's market.

Cliff Lawrence, who heads the U.S. Pen Francier's Club in Florida, was consulted. He explained that he sold one Silver Snake in 1984. It drew a price of \$4,500.

Mr. Lawrence was convinced that a genuine Silver Snake in good condition would retrieve as much as "\$10,000 to \$20,000" if offered for bid at auction.

"I have only seen about four of the Silver Snakes in the last decade," said Mr. Lawrence. "I feel that by the turn of the century it might be worth over \$100,000 to an avid collector."



A search for the Parker Lucky Curve Silver Snake has generated considerable publicity in the United Kingdom.

Needless to say, the newly refurbished Janesville Silver Snake has retreated into hibernation in a secret security vault at an undisclosed location.

And Mr. Moller continues his search -- which now has drawn considerable added publicity and public attention to Parker throughout the UK.

Have any of you seen a Silver Snake hiding in your attic lately? Mr. Moller would be interested in talking to you!

UK Sales Up -- Parker UK sales for the year 1983-84 topped the L41 million mark, a dramatic increase of 74 percent over the previous year, according to a recent report published in the UK Marketing magazine.

The UK accounts for 35 percent of these sales with the rest going for export, primarily to continental Europe, it was reported.

Parker continues to dominate the UK fountain pen market, commanding a 36 percent share followed by its two closest rivals, Platignum and Sheaffer, at 16 percent and 13 percent, respectively, according to the article.

The article noted that rollerball pens are the fastest growing sector, accounting for 24 percent of all pen share sales, of which Parker has an 18 percent share.

Robinson on Rollerballs -- Parker's dominance of the UK rollerball market was discussed in a recent issue of **UK Stationery Trade Review**, featuring a full-page story with photo of Barrie Robinson, Director and General Manager, U.K. Sales and Marketing.

Mr. Robinson noted how the technically superior wet-ink feed system in the Parker rollerball refill has made this mode the choice of millions in the United Kingdom alone, capturing 78 percent of the market share in the L1.99 and over section since its inception less than three years ago.

"Another major strength of the rollerball system is that the same, high quality refill unit lies at the heart of a wide range from L1.99 to nearer L100," said Mr. Robinson, "offering retailers an opportunity for sales across a vast spectrum, from the 'everyday' rollerball to the very special gift or presentation."

News in ...

■ UNITED STATES

A Note on Notes -- A publicity campaign conducted by Public Relations in the U.S. has produced a great deal of public interest in note taking, an activity of interest to all of us.

A researcher was retained this past summer to conduct a study among educators in the U.S. to determine if note taking was still a needed skill in the age of personal computers and word processors.

The eleven educators responded by indicating that not only was note taking an essential skill for school and business, but also a skill that was neglected in school curricula in the States.

Parker released the results of the survey to the media as part of the back-to-school promotional effort in September and offered to provide free-of-charge a copy of a four-page booklet developed by Parker with 10 tips on how to improve note taking.

Newspapers and magazines throughout the U.S. referred to the study and advised readers that Parker offered the free note tips booklet. Stories appeared in a wide variety of publications such as **U.S. News and World Report** (circulation 2.1 million).

As of March 1985, more than 20,000 individuals and schools have written to Parker for either a copy of the notes booklet and/or the five-page study.



KEEP YOUR EYE ON THE BALL -- A technician at Parker sorts through some of the millions of textured tungsten-carbide balls -- measuring 0.0315 of an inch -- that go into our roller ball refills. In the world marketplace, the roller ball is the fastest growing mode of writing. This photo was produced by Public Relations in the U.S. and offered to Associated Press who accepted it for laser wire dissemination around the world. To date, more than 200 daily newspapers have published the photo with credit to Parker.

News in ...

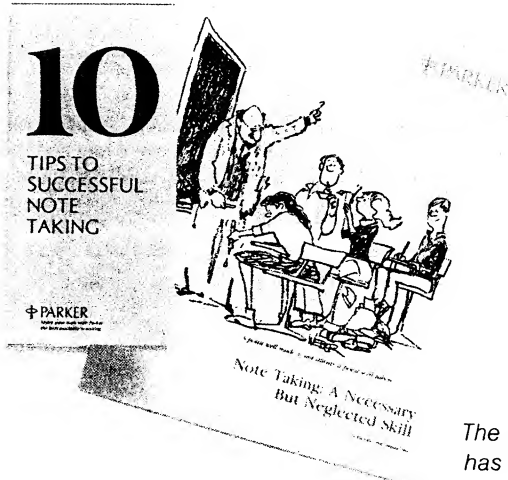
■ CANADA

Gifting Article Pays Off -- Response to an article printed in the **Toronto Financial Post** on international gift-giving customs has turned into valuable leads for Parker Canada.

The article was based on a survey commissioned by Parker US on the do's and don'ts of international gift giving, a subject in which it is estimated only one in five North American businessmen is well-versed. The importance -- and unfamiliarity -- of the topic generated hundreds of inquiries for the complete study.

When those requests poured into the Parker Canada office, the marketing department quickly capitalized on potential sales opportunities.

The booklets on gift-giving were mailed to requestors with a letter and a Parker business gifts product catalog explaining the company's specialty products line, complete with a price list of Parker's products -- the perfect gift in any language.



The Parker study on note taking has proven very popular in the U.S.

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New Graphic Guidelines Catalog, Packaging Released

Universal guidelines for product graphics and packaging design were recently provided in an attractive stylebook for use by Parker operations around the world.

The new "look" is currently being distributed in the form of new product packaging and a new worldwide product catalog to most Parker markets. Plans call for a complete new packaging roll-out by the end of the current year. Catalogs will be distributed during the next few months.

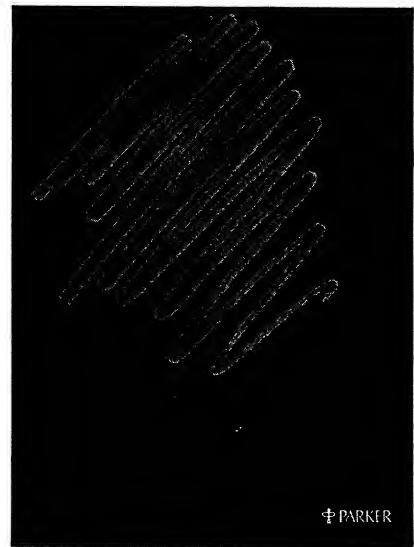
There are five elements of design which are the base for the new Parker identity program:

- (1) Horizontal lines in the graphics to represent the writing environment.
- (2) Clarity in type represented by the **Times Roman** typeface to be used uniformly in all graphics.
- (3) The Parker "squiggle" representing creative flair, individual expression.

- (4) Organization represented by various colors in the "squiggle" assigned to different product lines.
- (5) Continuity of logotype. Parker is a brand name that enjoys global recognition and acceptance. Thus the logotype remains unchanged.

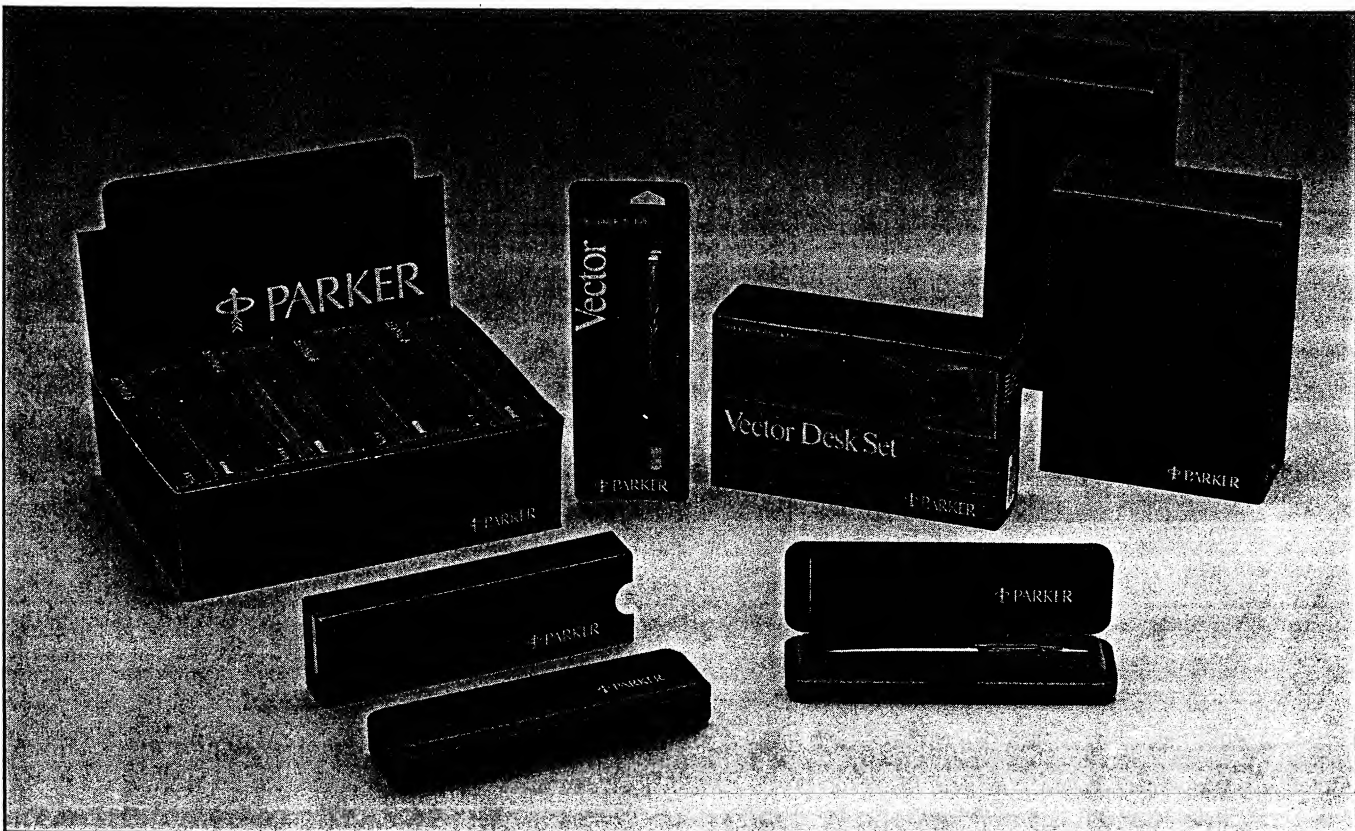
Black, gray and red have been designated as the official Parker colors. A different form of the squiggle -- along with a different color -- has been assigned to each major product line from Jotter to Premier. Each identification has a master ink-mix code for easy printing matchup by suppliers around the globe.

The new graphics program will be carried on gift packaging, blister cards, simplex boxes, displays, point-of-sale materials, advertising, the world catalog and other promotional literature.



Cover of new world product catalog.

From the smallest blister card to international advertising design, this new and bold look will present a strong, consistent and competitive positioning for a brand name recognized worldwide as the best in writing -- Parker. □



New graphics combine with innovations in packaging to create a striking and unified Parker "family look."

AD-PEN--Three Times a Winner

One of Parker's biggest all-time success stories is now proving that a good idea never goes out of style -- it just re-surfaces in different eras.

Parker Brazil has made a hit with the "new" AD PEN since its introduction there in August of 1983, selling more than 1.5 million units domestically in 16 months.

But if the "new" AD PEN looks familiar to many customers, there is a very good reason. The style was first introduced over 60 years ago.

In 1921, Parker offered an oversized, burnt-orange fountain pen, called the Duofold, at a time when most pens were black. A leading selling feature was the increased ink-holding capacity over its predecessor, the Lucky Curve.

The new product was also priced twice as high as most pens -- \$7. The Duofold became a tremendous success, however; and, by 1925, Parker sales had quadrupled.

The reincarnation of the Duofold as a ball pen under the label "Big Red" in 1972 sent millions to pen counters around the world and it became one of Parker's all-time best sellers.

Now, the success story continues in Brazil. Originally marketed and labeled as the Big Red, the pen sold well both in the Brazilian retail market and commercially overseas.

When the name was changed to AD PEN, however, the market was temporarily confused and sales dropped according to Ismael Polonio, General Manager, Parker Brazil.

"The decision was then made to stamp the word 'Parker' on the clip and emphasize the product as an imprinted ad-specialty item," continued Mr. Polonio.

With these changes, domestic and import sales surpassed even optimistic forecasts, recovering lost sales from the previous months.

Big buyers in the export market include the European and Janesville distribution centers, with orders for some 4 million units filled in 10 months of 1984. The pens are shipped without the refills which are inserted at the two Parker distribution sites.

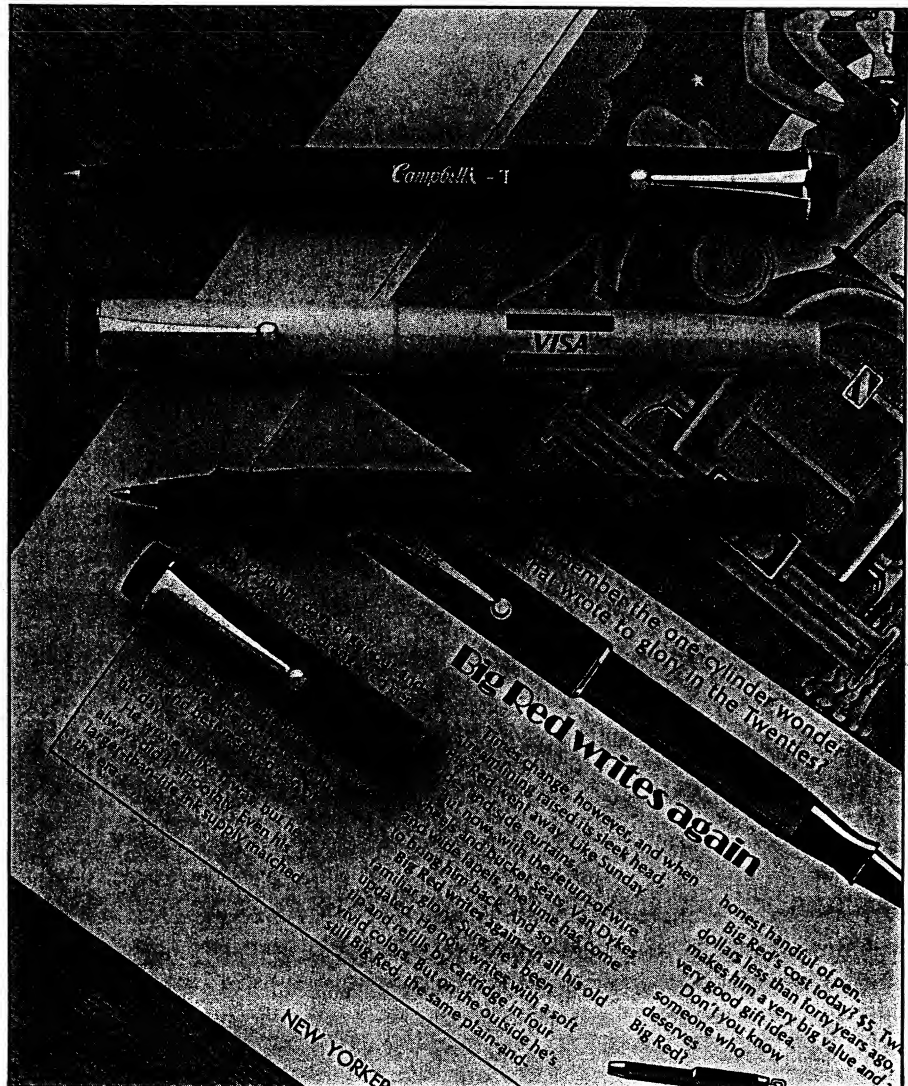
A large share of AD PEN sales has been through specialty marketing: imprinting commercial messages or corporate logotypes on the products for international and Brazilian domestic corporate clients.

Specialty products divisions are capable of imprinting the pens in up to six colors and attaching clip or crown emblems for a variety of company identification.

Domestic commercial sales for the AD PEN at Parker Brazil have been brisk as well. A direct mail campaign launched last fall resulted in sales of more than 300,000 units, despite prices that were 43 percent higher than Sheaffer's comparable "No-Nonsense" model.

Among customers purchasing more than 10,000 units are: Bayer, General Electric, General Motors, Lloyds Bank, Credicard Visa, Rhodia, Ford, Mercedes Benz, Boston Bank, 3M do Brazil, Norton, Basf, Johnson and Johnson, Pan American, ICI, and Dow Chemical.

Moving well both domestically and overseas, Parker Brazil's AD PEN has clearly established itself as a highly marketable item -- for the third time this century. □



The "new" AD PEN has proven its versatility over the years in the form of the Duofold, "Big Red" -- and now an ad-specialty pen.

Global Writer is distributed quarterly as an update on important programs and other market-related news from the Writing Instrument Group of The Parker Pen Company. If you have any comments, questions or story/photography suggestions, please contact:

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Selling Around the World

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■ UNITED STATES

Desk Sets a Hit -- Parker's introduction of a functional and attractive desk set late last year has found ready acceptance among wholesalers, retailers and the consumer in the initial launch market -- the U.S.

The sets included both single and double ball pen or roller ball pen units and are offered at very competitive price points recognized by the trade as a quality value.

The Parker **Jotter** desk sets feature either a single ball pen unit with black refill or a double unit ball pen with black and blue ink refills.

The Parker **Vector** desk sets include a black ink roller ball pen in the single unit; black and blue roller ball pens in the double unit.

Suggested retail prices are: single Jotter desk set, \$6.49; double Jotter desk set, \$11.98. For the single roller ball desk set, \$6.98; with a recommended suggested retail of \$12.98 for the double Vector desk set.

Independent product studies conducted in the U.S. have shown that the Parker Jotter and Vector desk sets have already captured more than 50 percent of the market in the U.S. at the \$15 and lower desk set price band.

The desk sets will become available to other world markets soon. □

Parker -- In the News

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■ GLOBAL

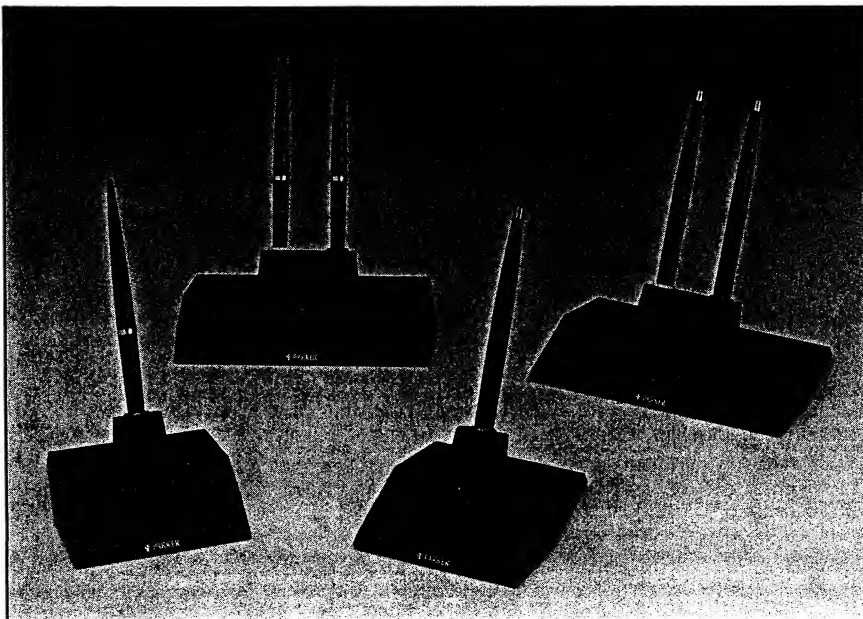
Premier in Demand -- People all over the world are spending more money on luxuries again -- at least on luxurious pens from Parker, according to the latest sales figures on the Premier collection.

Premier, ranging in price from \$100 to \$2,500 per unit, enjoyed sales of more than 110,000 units since the Collection's Fall 1983 introduction.

The most popular of the line appears to be the sterling silver fountain pen with a cross-hatch engraved pattern, retailing at \$175. But even the 18-karat solid gold units, retailing as high as \$2,500, have sold nearly 200 units.

The quality of the Premier line didn't miss the attention of Jon J. Sullivan, president of **Fahney's Pens, Inc.**, a prestigious pen shop in Washington, D.C.

Mr. Sullivan's annual letter to patrons appeared on the inside cover of this year's catalog -- right next to a four-color reproduction of a Premier sterling silver fountain pen. The following three pages were devoted to the Chinese lacquer, sterling silver and gold electroplate editions of the Premier Collection. □



Attractive and functional, the new Parker Jotter (left) and Vector desk sets have been well-received by trade and consumers alike.